

Influential Women Features Olga Hurtado, EA, MBA: Finance And Accounting Executive And Founder Of NeatBooks LLC

DORAL, FL, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Building a Client-Centered Accounting Firm Through Strategic Leadership, Service, and Shared Prosperity

Doral, Florida — Olga Hurtado, EA, MBA, is a finance and accounting executive with more than 20 years of progressive experience in financial management, accounting operations, tax preparation, and business strategy. Since coming to the United States 21 years ago, she has built her professional career in accounting, developing a reputation for combining technical expertise with strategic insight and a deeply client-centered approach to service.



Originally pursuing studies in liberal arts, Olga's career path shifted during a pivotal family moment when her father experienced an accident, requiring her to return home and contribute financially to her household. That responsibility became the foundation of her professional direction, leading her to transition into accounting and finance, where she ultimately discovered both purpose and long-term impact.

In 2015, Olga founded NeatBooks LLC, transforming the business from a solo practice into a multi-service accounting and advisory firm with more than 20 employees. Under her leadership, the firm has grown to serve a diverse client base, with a strong specialization in franchisees, franchisors, entrepreneurs with multiple entities, and the construction industry. Its services include bookkeeping, tax planning and preparation, CFO advisory services, and business consulting.

Olga's leadership remains both operational and strategic. She continues to be actively involved in

tax and accounting review processes, ensuring accuracy, compliance, and alignment with the firm's long-term vision. Her role has increasingly evolved toward enterprise-level priorities, including implementing AI-driven strategies across the firm, developing client relationships, and reinforcing a high-performance customer service culture throughout the organization.

Her academic and professional credentials further reinforce her expertise. Olga earned her MBA in Business Intelligence and Analytics from Nova Southeastern University and is currently completing a second Master's Degree in Accounting with a concentration in Managerial Accounting. She is also an Enrolled Agent (EA), a professional credential granted by the Internal Revenue Service that gives her federal authority to represent taxpayers before the IRS and strengthens her specialization in tax compliance and advisory services.

For Olga, however, professional success is about more than accounting. She attributes much of what she and her firm have accomplished to her mindset and the belief that, even though they may provide accounting services, they are ultimately serving people.

Her customer service mindset has always been a driving factor in making clients feel that the firm is there for them—not only when they receive information by email or through a portal message, but also when they have questions and need someone to respond.

Olga compares this approach to the relationship someone might have with a therapist: when something happens, they want to know they have someone they can talk to. She and her firm bring that same sense of being heard and supported into the business realm. Clients feel that they belong with the firm and increasingly treat NeatBooks as a partner rather than simply a service provider.

She applies that same philosophy internally. Olga considers employees the firm's internal customers and works to ensure they feel supported and heard. Providing benefits such as health insurance and dental coverage is part of that commitment. For Olga, the combination of strong external customer service and genuine care for employees represents one of the firm's greatest successes.

One of the most important lessons she has learned throughout her entrepreneurial journey is captured in the advice, "Don't do it alone." Olga spent much of her entrepreneurial path working independently. When she eventually decided to find a community of peers and colleagues who were navigating similar challenges, she discovered the value of surrounding herself with people who could help her grow.

She had once viewed approaching peers or colleagues as potentially creating competition or unhealthy competition. However, finding a network of people willing to help, understand, and share ideas changed her perspective. She realized that being alone was not worthwhile and that people need others along the way while remaining humble enough to accept help.

Olga also reflects on the idea that the people someone surrounds themselves with become a reflection of who they are. She began building relationships with employees, peers, colleagues, mentors, and coaches who helped her develop personally and professionally. After seven years of trying to navigate entrepreneurship alone, she reached a point where she was ready to “spread her wings.”

That willingness to listen and learn also informs the advice Olga offers young women entering her industry. Her message is simple: “Don’t overthink it.” She says that is the advice she would give herself at 23.

When Olga entered public accounting, she had previously worked in the private sector and had never been in public accounting. She often minimized and belittled herself because she was not a CPA or an EA at the time. Yet she ultimately demonstrated that she could build a business with structure, quality, and service.

Looking back, Olga believes that if she had not spent so much time overthinking those perceived limitations, she could have grown sooner rather than taking approximately eight years to truly see the light as an entrepreneur. Her advice to those starting a business is to follow their instincts and their gut. By doing so, she believes the path begins to open.

Today, Olga also recognizes significant challenges facing the accounting profession. One is helping clients reconcile their expectations about what their financials should look like with the reality of their businesses. Educating business owners about properly handling their financial affairs and avoiding the commingling of personal and business finances can require difficult conversations.

Another major challenge is the rapid evolution of artificial intelligence. Clients now have access to many of the same AI tools professionals use and may arrive with information from platforms such as ChatGPT or Claude. Olga believes this makes it increasingly important for accounting professionals to remain prepared and knowledgeable so they can effectively guide clients through these conversations.

At the center of Olga’s work are four core values: honesty, loyalty, accountability, and reliability. She believes these principles are essential not only to professional relationships but also to personal life.

Her commitment to shared prosperity is also reflected in how she views NeatBooks and its employees. “And just as I built NeatBooks to support my family, I built it to support my team,” says Olga. “I believe that if I am doing well, so should they.” She emphasizes that the firm does not simply offer jobs, but creates careers intended to support and uplift employees through competitive salaries, full health care coverage, 401k contributions, free days, vacations, sick leave, mobility, and hybrid work opportunities.

Beyond her professional responsibilities, Olga serves on the board of the Miami Music Project, a nonprofit organization dedicated to providing free music education to children. Her involvement reflects her commitment to community engagement and youth development.

Through her leadership, entrepreneurial journey, and commitment to service, Olga continues to build a firm grounded in the belief that success should be shared, clients should feel heard, and people should be supported in building fulfilling lives. "Because prosperity should be shared," she says. "I want my employees to thrive, to feel valued, and to build fulfilling lives, just as I help my clients do the same."

Learn More about Olga Hurtado:

Through her Influential Women profile, <https://influentialwomen.com/connect/Olga-Hurtado>, through her profile on NeatBooks, <https://neatbooksllc.com/olga-hurtado/> or through her website, <https://olgahurtado.com/>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

Editorial Team
Influential Women
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/939052610>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.